The Questionnaire

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Source: https://www.industrydocuments.ucsf.edu/docs/kfkk0000

Perception Research Services, Inc.
560 Sylvan Avenue
Englewood Cliffs, N.J. 07632

Job No. 96-108
February 1976

CARD 1 1-1

Respondent #_____ (2-4)
Phase #_____ 5-
Rotation #_____ (6-7)

Ad Test With Men

Good morning/afternoon/evening. I am _____ from Perception Research Services, a national research organization. We are conducting research on people's opinions about the advertising of various consumer products. I wonder if you could spare some time to answer some questions for me.

1. First of all, have you been interviewed on these premises in the past year or so?

   Yes ( )---TERMINATE INTERVIEW. No ( )

2. And do you, or does anyone in your household, work for an advertising agency or a company engaged in marketing research?

   Yes ( )---TERMINATE INTERVIEW. No ( )

3a. How many automobiles, if any, are there in your household?

   ___8- (IF NONE, TERMINATE INTERVIEW.)

3b. Who in your household is responsible for maintaining each of these cars (this car), that is, who pays the bill for any repairs which need to be done, any parts that need to be replaced, and so on? (CHECK AS MANY AS APPLY.)

Respondent	( )9-1	(IF NOT CHECKED, TERMINATE INTERVIEW.)
Spouse	( ) -2	
Parent	( ) -3	
Child	( ) -4	
Other	( ) -5	

3c. I'm going to read to you a list of activities which you may or may not have done in the past two years or so. For each item which I read, please tell me if you have done this particular thing in the past two years. (READ ALL ITEMS BUT CHECK ONLY THOSE WHICH RESPONDENT HAS DONE IN COLUMN FOR Q 3c.)

3d. Now, which of these things, if any, do you plan to do in the next two years? (READ ALL ITEMS BUT CHECK ONLY THOSE WHICH RESPONDENT PLANS TO DO. USE SECOND COLUMN IN GRID BELOW.)

	Q 3c Has Done	Q 3d Plans to Do
Purchase(d) new tires for a car	( )*10-1	( )*11-1
Give(n) a cocktail party	( ) -2	( ) -2
Purchase(d) a new car	( ) -3	( ) -3
Open(ed) a savings account	( ) -4	( ) -4
Open(ed) a checking account	( ) -5	( ) -5
Take(n) a trip by air	( ) -6	( ) -6
Purchase(d) power tools for house or garden	( ) -7	( ) -7
Decorated a room in your home	( ) -8	( ) -8

* IF NEITHER OF THESE TWO BOXES IS CHECKED, TERMINATE INTERVIEW. ASSIGN PHASE NUMBER ON BASIS OF PAST OR FUTURE PURCHASE OF NEW TIRES.

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4. And finally, do you...(READ EACH ITEM BELOW. CHECK BOX ONLY IF "YES")

a.	Currently smoke at least a pack of cigarettes a week?	( )*	12-1
b.	Shop for clothing for yourself at least once every two months?	( )	-2
c.	Read a daily newspaper?	( )	-3
d.	Read a weekly news magazine?	( )	-4
e.	Do handiwork around the house from time to time?	( )	-5

* IF BOX NOT CHECKED, TERMINATE INTERVIEW.

IF RESPONDENT QUALIFIES AND IS COOPERATIVE, ESCORT HIM TO TEST CENTER AND DIRECTLY TO EYE MOVEMENT BOOTH. RECORD RESPONDENT, PHASE AND ROTATION NUMBERS ON FACE OF QUESTIONNAIRE. BE SURE YOU AND EYE MOVEMENT OPERATOR AGREE ON PHASE AND ROTATION NUMBER TO BE ADMINISTERED.

5. IN EYE MOVEMENT BOOTH, INSTRUCT RESPONDENT AS FOLLOWS:

We are going to show you a series of advertisements for consumer goods and services. Please look at them as you would normally, spending as much or as little time on each of them as you like. When you are finished looking at an ad, all you need do is press this button and the next one will come automatically on the screen. Please remain seated until you have seen all of the ads in the series.

6. CONDUCT RESPONDENT TO INTERVIEWING BOOTH. Thinking of the ads you just saw, what brands or advertiser's names do you remember? Any others? (PROBE UNTIL NO FURTHER RESPONSE. CHECK IN FIRST COLUMN BELOW THOSE NAMES WHICH WERE RECALLED.)

7. Now, I am going to read to you a list of advertiser's names. Some of these names were included in the ads you just saw while others were not. Please tell me the names you definitely remember having seen, even though you may have mentioned them before. (BEGIN WITH CHECKED ITEM, READING ALL ITEMS IN TURN. CHECK THOSE ADS RECALLED BY RESPONDENT IN SECOND COLUMN BELOW.)

	Q 6	Q 7
American Airlines	( )13-1	( )15-1
Barney's	( ) -2	( ) -2
Bonds	( ) -3	( ) -3
Eastern Airlines	( ) -4	( ) -4
Englewood Tire	( ) -5	( ) -5
Firestone	( ) -6	( )* -6
Goodrich	( ) -7	( )* -7
Goodyear	( ) -8	( )* -8
J.C. Penney	( ) -9	( )* -9
Merit Cigarettes	( ) -0	( )* -0
More Cigarettes	( ) -X	( ) -X
Now Cigarettes	( ) -Y	( )* -Y
Pan Am	( )14-1	( )16-1
Philip Morris	( ) -2	( ) -2
Roger Kent	( ) -3	( ) -3
TWA	( ) -4	( ) -4
Uniroyal	( ) -5	( ) -5
Vantage Cigarettes	( ) -6	( )* -6

*BEFORE PROCEEDING WITH THE INTERVIEW, CHECK ADS RECALLED IN Q 7 IN BOXES PROVIDED ON PAGES 3 THROUGH 6.

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Merit Cigarettes ( )

a. What did the ad say? 33-

34-

b. What did the ad show? 35-

36-

c. What were they trying to tell you?

d. What went through your mind when you saw this ad?

e. Anything Else?

Now Cigarettes ( )

a. What did the ad say? 37-

38-

b. What did the ad show? 39-

40-

c. What were they trying to tell you?

d. What went through your mind when you saw this ad?

e. Anything else?

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Vantage Cigarettes ( )

a. What did the ad say?

41-

42-

b. What did the ad show?

43-

44-

c. What were they trying to tell you?

d. What went through your mind when you saw this ad?

e. Anything else?

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13. TURN PROJECTOR OFF. Finally, I just need to get some background information on you for our records.

a. First, what is your marital status?

Married ( )72-1 Single ( )72-2 Other ( )72-3

b. And to which of these age groups do you belong?

Under 18	(	)73-1
18 - 24	(	) -2
25 - 34	(	) -3
35 - 44	(	) -4
45 - 54	(	) -5
55 - 64	(	) -6
65 or over	(	) -7

c. Including yourself, how many members are there in your household? ____ 74-

d. What is the last year of schooling that you completed?

Some high school or less	(	)75-1
Completed high school	(	) -2
Some college	(	) -3
Completed college (4 years)	(	) -4
Post graduate study	(	) -5

e. And what is your occupation? _____ 76-

f. REFER TO Q 3c. IF RESPONDENT PURCHASED NEW TIRES FOR CAR IN PAST TWO YEARS: You told me before that you had purchased new tires in the past two years. What make of tires did you buy?

_____ 77-

g. REFER TO Q 4a. IF RESPONDENT SMOKES CIGARETTES: What brand of cigarettes are you currently smoking? Is that regular or menthol? Filter or non-filter? (WRITE BOTH BRAND AND WHETHER REGULAR OR MENTHOL, FILTER OR NON-FILTER IN SPACE BELOW.)

_____ 78-

h. And finally, which of these categories best represents the total income for your household in 1975?

Under $5,000	(	)79-1
$5,000 - $9,999	(	) -2
$10,000 - $14,999	(	) -3
$15,000 - $19,999	(	) -4
$20,000 or over	(	) -5

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Respondent's Name & Address _____

_____

Interviewer's Name & Date of Interview _____ _____

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